RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / RDU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #648240
TBI CORPORATION

MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027

Dear Annette:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

DORAL BRAND STYLES	#/ (6M) Cases	UPC Code
Light	4	12300-24995
Light 100	4	12300-24996
Full Flavor 100	4	12300-24997
Ultra Light 100	4	12300-25051
Light Menthol	2	12300-24998
Light Menthol 100	2	12300-25050
Full Flavor Box King	2	12300-25055
Light Box King	2	12300-25056

Product Arrival: **March 2, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

EFT $ Amount: **$7,374.76**

Promotion Description:
'*Pre*-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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Source: https://www.industrydocuments.ucsf.edu/docs/jyxn0000

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $6.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$72.00 (12 (12M) case(s) @ $6.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/jyxn0000

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DIRECT ACCOUNT CUSTOMER LIST

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 /ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

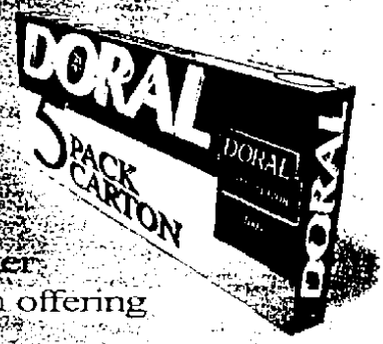
							#/ CARTONS PER STYLE DORAL										
S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
163805	163820	702662	SIGNAL VARIETY	63 PLAISTOW RD	PLAISTOW	NH	30	30	30	30	15	15	15	15	648240	TBI CORPORATION	
112206	112220	102966	GATEWAY CTRY STORE	25 LAFAYETTE RD	SEABROOK	NH	60	60	60	60	30	30	30	30	648240	TBI CORPORATION	90805
112805	112827	102745	COLONY FARMS	1127 MAIN ST	WORCESTER	MA	30	30	30	30	15	15	15	15	648240	TBI CORPORATION	901256
							4	4	4	4	2	2	2	2	TOTAL CASES		

Source: https://www.industrydocuments.ucsf.edu/docs/jyxn0000

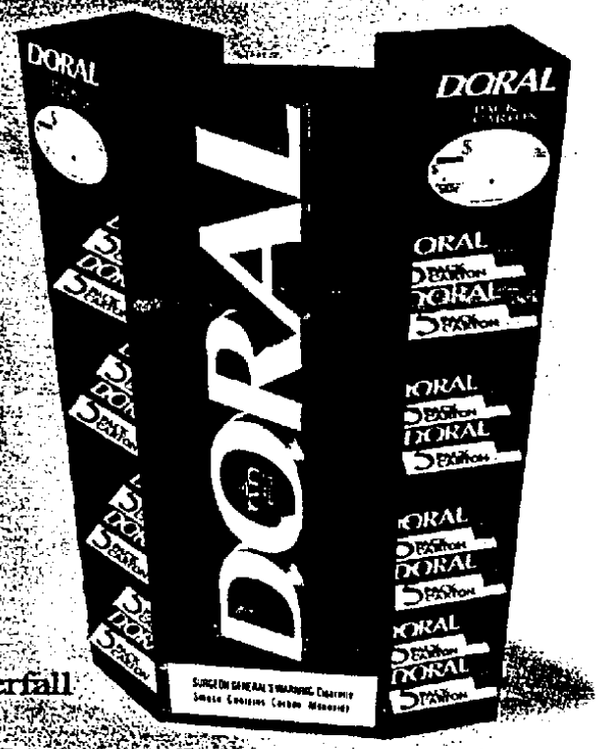
DORAL

5-Pack Carton Gives Your Customers Another Easy Way To Save!

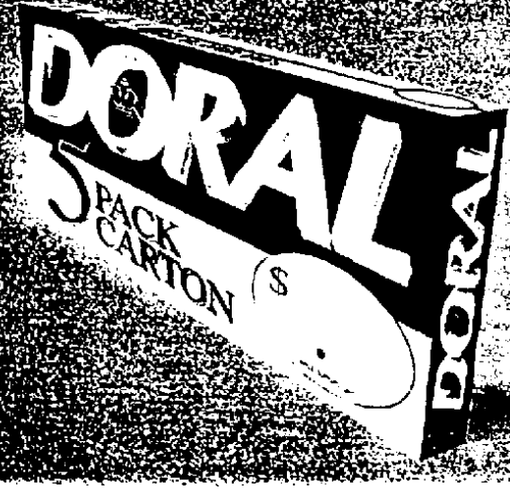
Special Carton - The 5-Pack Carton promotion gives shoppers a convenient way to save on multiple pack purchases.



Poster - This impactful 17" x 36" poster increases customer awareness along with offering more in-store advertising opportunities.



Floor Display - Temporary/Semi-permanent Display. Brand Specific with waterfall type shelves designed to maximize presence of 5-Pack promotion. Reversible header cards to use for regular cartons when 5-Pack promotion is sold out. Height-61 1/2", Width-(max) 47" (min) 22 1/2", Depth-12".



5-Pack Replica Dangler - Oversized 5-Pack Replica hangs from the ceiling over the unique floor display to call attention to this great new offer. Includes area for pricing.

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